Division Green Street / Main Street

Putting People in the Process

Division Street in Portland

Division Corridor Concept
Emphasis on Sustainability and “Green” development

Green Infrastructure  Landscaping  Eco-roofs

Division Corridor Concept
Reuniting the Divide: Easy movement to, along, and across Division

Community Roles

• Catalyst/Visionary
• Advocate
• Creative Consultant
• Advisor/Sounding Board
• Priority Setter
• Resource Generator
• Party Planner

Catalyst/Visionary

• Creating a Vision
• Identifying Outside Resources
• Building Relationships
• Creating Allies
Advocate

- Transportation System Plan
- Regional Transportation Funds
- Transportation Growth Management
- Adoption of Plan by City Council
- Restart of Stalled Process
- 60% and Beyond

Creative Consultant

- Re-envision Division Street
- Green Street Meets Main Street
- Water and Art -- Unifying Themes
- Community Workshop Teams
- Capturing Community Values

Advisor/Sounding Board

- Choosing Consultants
- Recruiting TAG and CAC Members
- Outreach Strategies
- Timing of Community Events
- Selection of Artists/Public Art
- Connecting with the Preservation Community

Priority Setter

- The Play Money Approach
- Making It Safer and Getting It All to Fit
- Negotiate When Necessary
- Sometimes It’s Nice to Let the City Decide

Resource Enhancer

- Oregon Solutions
- Support for Sustainability--PSU Students
- MANY VOLUNTEER HOURS
- “Keep Division Street Alive During Construction” Grant
**Zoning: Nonconforming Uses**

The use of a property is not allowed in the applied zone.
WHY?
- Competition for space and funding
- Changing priorities
- More utilities
- Community space
- Green

HOW?
- Unused/underused spaces
- Adapted parking spaces
- Road diets

FLEXIBILITY
- Flexible process
- Flexibility in design standards
- Communication

Temporal flexibility
- Cyclical
- Adaptable
- Anticipate future
- Connected to past

UNDERUSED AND LEFTOVER SPACES
- Pedestrian space
- Green space
- Bike amenities
- Gathering spaces
- For stormwater

Sandy Boulevard – Rain garden @ NE Davis
Sandy Boulevard – Rain garden @ NE Davis simulation

Sandy Boulevard – Rain garden @ NE Davis

Sandy Boulevard – Rain garden @ NE Davis

Sandy Boulevard – Kelley Plaza

ROAD DIET
1. SAFER PEDESTRIAN CROSSING
2. BIKE LANE
3. STORMWATER TREATMENT
4. NORTH-SOUTH CONNECTIVITY

EAST BURNSIDE COUCH COUPLER PROJECT

1930 EAST BURNSIDE EXPANSION – NEW TRAVEL LANE
1930 EAST BURNSIDE EXPANSION – DURING CONSTRUCTION

EAST BURNIDE COUCH COUPLET

EAST BURNIDE COUCH COUPLET - AFTER

EAST BURNIDE COUCH COUPLET - STREET TREES

“WHAT HAPPENED?”

EAST BURNIDE COUCH COUPLET - AFTER
RE-PURPOSED RIGHT-OF-WAY
FOR:
1. PEOPLE
2. ART
3. MEMORIAL
4. STORMWATER
ADAPTABLE FOR FUTURE DEVELOPMENT

E. BURNSIDE/COUCH COUPLER - 13TH AVE

OLD TOWN CHINATOWN

CULTURAL IDENTITY
1. FESTIVAL STREET
2. SAFER PEDESTRIAN CROSSINGS
3. ART

OLD TOWN CHINATOWN – HISTORY MARKERS

PIC OF TREES AND STORMWATER FACILITY

E. BURNSIDE/COUCH COUPLER - 13TH AVE
OLD TOWN CHINATOWN – PLANTS

OLD TOWN CHINATOWN – AUTUMN MOON FESTIVAL

OLD TOWN CHINATOWN – AFTER

OLD TOWN CHINATOWN • FESTIVAL STREET • BEFORE

OLD TOWN CHINATOWN • FESTIVAL STREET • DAILY

OLD TOWN CHINATOWN • AUTUMN MOON FESTIVAL
OLD TOWN CHINATOWN – AUTUMN MOON FESTIVAL

OLD TOWN CHINATOWN – AFTER

MAIN STREET

1. TRAFFIC CALMING
2. SAFER PEDESTRIAN CROSSINGS
3. BIKE AMENITIES
4. FLEXIBLE PARKING SPACES

SE DIVISION GREEN STREET/ MAINSTREET

SE DIVISION GREEN STREET/ MAINSTREET
Flexible Streetscape Design Panel Discussion

Moderator: Michael Harrison, Parametrix

- Ross Swanson, Capital Projects Manager, City of Portland Bureau of Transportation
- Linda Nettekoven, Community Activist

Cascadia Collaborative Conference
APA - Oregon / Washington Chapters
October 19 – 21, 2011
Convention Center, Portland, Oregon

Re-purposing RIGHT OF WAY

WHAT WAS IT ORIGINALLY BUILT FOR?
- AUTOMOBILES, UTILITIES
- PEDESTRIANS, TRANSIT

TODAY: ADDING TO THE PURPOSE
- MULTI-MODES, PLACEMAKING, UTILITIES AND SERVICES

Considerations (or competition) for Space in the R.O.W.

- TRANSPORTATION MODES
- ENVIRONMENTAL
- LAND USE / CONTEXT
- SERVICES / UTILITIES
- GATHERING / PUBLIC SPACE

Considerations (or competition) for Space in the R.O.W.

TRANSPORTATION MODES
- Vehicular Traffic (commuter)
- Vehicular Traffic (local)
- Pedestrian
- Bicycles
- Transit
- Freight (regional)
- Freight (local)

which mode gets priority to move where and how fast....
Considerations (or competition) for Space in the R.O.W.

TRANSPORTATION MODES
ENVIRONMENTAL
LAND USE / CONTEXT
SERVICES / UTILITIES
PROJECT FUNDING SOURCE
GATHERING / PUBLIC SPACE

- Stormwater
- Urban Forest
- Environmental Zoning
- Specific Species

Considerations (or competition) for Space in the R.O.W.

TRANSPORTATION MODES
ENVIRONMENTAL
LAND USE / CONTEXT
SERVICES / UTILITIES
GATHERING / PUBLIC SPACE

- Neighborhood Association
- Master Plans
- Business Association
- Schools / Institutions
- Adjacent corridor
- Resident
- Regional connections
- Parks

Considerations (or competition) for Space in the R.O.W.

TRANSPORTATION MODES
ENVIRONMENTAL
LAND USE / CONTEXT
SERVICES / UTILITIES
GATHERING / PUBLIC SPACE

- Lighting
- Signalization
- Utilities (under /above ground)
- Above ground utilities
- Vehicular storage (Parking)
- Bike Parking
- ADA Compliance

Considerations (or competition) for Space in the R.O.W.

TRANSPORTATION MODES
ENVIRONMENTAL
LAND USE / CONTEXT
SERVICES / UTILITIES
GATHERING / PUBLIC SPACE

- Plazas
- Seating
- Pedestrian Storage
- Tables
- Loitering

The Intangibles

TRANSPORTATION MODES
ENVIRONMENTAL
LAND USE / CONTEXT
SERVICES / UTILITIES
GATHERING / PUBLIC SPACES

PROJECT FUNDING SOURCE
STREETScape CHARACTER
POLITICS
NIMBY ism
The Intangibles

TRANSPORTATION MODES
ENVIRONMENTAL
LAND USE / CONTEXT
SERVICES / UTILITIES
GATHERING / PUBLIC SPACES

PROJECT FUNDING SOURCE
STREETScape CHARACTER
POLITICS
NIMBY ism

• Federal Money (FHWA / FTA etc.)
• Local Funding Sources
• Local Improvement Tax Districts
• Development Agencies
• Environmental Partners
• Etc...

Funding Considerations... who writes the check often dictates the level of flexibility allowed....

The Intangibles

TRANSPORTATION MODES
ENVIRONMENTAL
LAND USE / CONTEXT
SERVICES / UTILITIES
GATHERING / PUBLIC SPACES

PROJECT FUNDING SOURCE
STREETScape CHARACTER
POLITICS
NIMBY ism

Historic
Public Art
Urban
‘Rural Feel’
‘Green’ / Sustainable
Modern
Cultural Amenities
Etc...

The Intangibles

TRANSPORTATION MODES
ENVIRONMENTAL
LAND USE / CONTEXT
SERVICES / UTILITIES
GATHERING / PUBLIC SPACES

PROJECT FUNDING SOURCE
STREETScape CHARACTER
POLITICS
NIMBY ism

Front Yard.

Considerations (or competition) for Space in the R.O.W.

• TRANSPORTATION MODES
• ENVIRONMENTAL
• LAND USE / CONTEXT
• SERVICES / UTILITIES
• GATHERING / PUBLIC SPACE

The Intangibles

• PROJECT FUNDING SOURCE
• STREETScape CHARACTER
• POLITICS
• NIMBY ism

Case Study: 2011 Capitol Highway Refinement Plan - Portland, Oregon

• 1996 – Pedestrian Corridor Plan
• 2008 C.O.P Stormwater Manual
• 2011 Portland Bicycle Plan for 2030
**Conclusions? Plan on Flexibility...**

<table>
<thead>
<tr>
<th>Stages of Ross’ mental picture during project design</th>
<th>60% Engineering</th>
<th>Bid Documents</th>
</tr>
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<tbody>
<tr>
<td>Project Milestone: Grant Writing</td>
<td>Compromised Goals</td>
<td>Constrained Design</td>
</tr>
<tr>
<td>Design Status: Balanced Design</td>
<td>Just Business / “measured responses”</td>
<td>Pure Cynicism / guarded humility and Relief</td>
</tr>
<tr>
<td>Attitude: Pure Optimism / “HERO COMPLEX”</td>
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1. Context, context, and context...

2. Plan for Flexibility